

# K-Kids Week Media Toolkit

## K-Kids Week is the second full week of February

Your K-Kids club can participate in a week designated to shine a light on the impact you're making in your communities. Follow a special theme each day during the week to build awareness and engage new members. We've developed an easy-to-use toolkit to help you make the most of K-Kids Week.

### The toolkit includes:

- A media release and letter to the editor explaining K-Kids and highlighting your own club's service projects. Media pitches inviting reporters to cover events also are included.
- Graphics and suggested social media posts for your K-Kids and your Kiwanis club to share on Facebook, Twitter and Instagram.
- Proclamations by city, county and state government boards and commissions.

**MEDIA RELEASE TEMPLATE** (Many media outlets accept releases online. Check the websites of your newspaper, radio station(s) or television stations(s) to learn the best way to share information.) **Replace the yellow highlighted areas with information about your club.**

**Contact name:** Name of club advisor or person who can respond to media inquiries

**Contact information:** Telephone number and/or email address

## Local service club allows elementary school students to contribute to community

**YOUR CITY, STATE (Date)** – K-Kids Week, February \_\_\_\_\_, recognizes elementary school students who join to help their community. K-Kids – a Kiwanis International program – provides an opportunity for members to develop initiative and leadership skills through service.

The K-Kids of **NAME** is participating by **LIST ANY SERVICE PROJECTS OR OBSERVATIONS/CELEBRATIONS.** This week, the K-Kids of **NAME** will meet at **TIME, DATE, PLACE** to **NAME PROJECT OR EVENT. IDENTIFY ANY PARTNERS THAT WILL PARTICIPATE WITH YOUR K-KIDS CLUB.**

“In **NAME OF COMMUNITY**, we believe it’s important to give elementary school students the opportunity to give back to their community, to participate in service and to have time together in an atmosphere that allows fellowship and fun,” said **NAME**, K-Kids advisor.

IF THIS INFO IS AVAILABLE, INCLUDE COMMENT FROM PARTNER OR GROUP THAT BENEFITTED FROM PROJECT. FOR EXAMPLE, IF THE CLUB MADE CARDS FOR A GROUP OF VETERANS, HAVE A REPRESENTATIVE SAY HOW IT WAS APPRECIATED. IF THE CLUB HELPED A FOOD BANK COLLECT, PREPARE OR DISTRIBUTE FOOD, ASK A REPRESENTATIVE TO INCLUDE A QUOTE ABOUT HOW THE KIDS HELPED THE PEOPLE THEY SERVE.

The K-Kids program began in 2000. Today, more than 1,100 clubs further the Kiwanis International mission of serving the children of the world.

“Our club has **XX** members and we meet **WEEKLY/MONTHLY** to **IDENTIFY SERVICE PROJECT**,” said **ADVISOR NAME**. “Our club members range in grades from **XX** to **XX**, and each member contributes to our club and to our service projects.”

The Kiwanis Club of **NAME** is the local K-Kids sponsor and works with **NAME ANY PARTNERS**.

“Kiwanis clubs make a difference in the community,” said **KIWANIS CLUB PRESIDENT/K-KIDS ADVISOR**. “Our goal is to make sure every child has the opportunity to be happy, healthy, safe and loved. By working with K-Kids, Kiwanians reach individuals who otherwise might be excluded from service activities and yet can give so much back to their communities.”

Every year, Kiwanis club members around the world donate a combined 7 million hours of volunteer service. Clubs often provide help in communities where budgets have been cut or social services have been reduced. Each Kiwanis club determines the best way to meet the needs of the community. Some give students backpacks with school supplies; others provide gifts and meals during the holidays or organize bike and swimming safety lessons. To provide these services, clubs raise funds through a wide range of activities ranging from selling peanuts and holding pancake breakfasts to sponsoring car washes and dances.

Kiwanis clubs partner with youth leadership programs, including K-Kids for elementary school students, Builders Club for middle school students, Key Club International for high school students and Circle K International for college students, as well as the adult service leadership program Aktion Club for adults with disabilities to make their communities a better place to live and work. In addition to the K-Kids Club, The Kiwanis Club of **NAME** sponsors **LIST KEY CLUB OR BUILDERS CLUB PROGRAMS**.

For more information about K-Kids, visit [www.k-kids.org/k-kidsweek](http://www.k-kids.org/k-kidsweek), or **LOCAL WEBSITE OR SOCIAL MEDIA CHANNEL LINK**.

**LETTER TO EDITOR TEMPLATE:** (Most newspapers accept letters to the editor electronically. Check your newspaper’s website for requirements to submit a letter to the editor.)

To the Editor,

The K-Kids of **NAME** is observing K-Kids Week on February \_\_\_\_\_ with **LIST EVENTS/CELEBRATIONS/OBSERVANCES OR MEETINGS**. Through this service club, a program of Kiwanis International, students in elementary school respond to opportunities to learn leadership skills and to be involved in their communities. K-Kids teaches students the skills to identify unmet needs and work together to solve problems while learning how to be a leader.

Students who participate in K-Kids learn valuable skills they can carry with them as they grow. Our members, who have traditionally been recipients of service, now are making a positive impact by giving back to the communities that once served them. And that’s why the K-Kids of **NAME** is so important here.

Locally, our K-Kids club, sponsored by the Kiwanis Club of **NAME**, participates in **NAME PROJECTS OR EVENTS**. Our partners include **LIST ANY COMMUNITY PARTNERS, PARTICULARLY THOSE THAT WORK WITH YOUR SCHOOL**. K-Kids provides a safe place for members to interact while working on projects that benefit others.

In Kiwanis, we strive to help the children of the world, without limits. We are an inclusive organization, and K-Kids is an important part of our international service team. The Kiwanis Club of **NAME** is proud to sponsor the K-Kids and believes the service hours given by this group are an important contribution to making our community a place where all children can thrive, prosper and grow.

If you’d like to help, consider attending a meeting or volunteering at a service project. You can learn about our organization at [Kiwanis.org](http://Kiwanis.org), or locally by calling **NAME, EMAIL ADDRESS OR PHONE NUMBER**, or visiting us at **MEETING TIME, DATE, LOCATION**.

## **SOCIAL MEDIA**

Let your club and community know what K-Kids is and what it’s doing. Use the daily theme information and graphics at [www.k-kids.org/k-kidsweek](http://www.k-kids.org/k-kidsweek) to create social media posts.

### **Examples:**

**Monday: Show your K-Kids pride**—tell everyone you know about K-Kids by spreading the word about it. It’s easy! Wear your official member pin, host a party with free food for other students to come and learn more about your club, or print and pass out [K-Kids](#)

[stickers!](#) You can even make a video, song, or posters about K-Kids beforehand to share on this day!

**Tuesday: Kudos to the helpers**—Personally thank all the K-Kids supporters you know—teachers, principals, advisors, community leaders, Kiwanians, parents and others. Make thank-you cards or crafts, write thank-you notes, host an appreciation party, deliver a special song or performance, or do something uniquely your own style to recognize people's contributions.

**Wednesday: Share with parents and families**—Share K-Kids and your passion for serving others with your biggest cheerleaders—your parents! Host a show-and-tell party to show off the club's work, make a special presentation, invite local organizations your club has helped to speak on your club's impact, or invite the sponsoring Kiwanis club to share the mission of Kiwanis and your club's impact.

**Thursday: Random acts of kindness**—A smile goes a long way. Spread happiness throughout your school by doing little random acts of kindness — such as holding the door open for someone, putting change in a vending machine, doing a chore around the house or leaving a nice note in a library book. Challenge every member to complete at least one random act of kindness.

**Friday: Connect the Kiwanis family**—K-Kids is the largest elementary school service organization in the world, and it's the newest program in the Kiwanis family. Celebrate the entire family of Kiwanis by engaging with all local Kiwanis family clubs - [Builders Club](#), [Key Club](#), [Circle K](#), [Aktion Club](#) and [Kiwanis](#). Ask your sponsoring Kiwanis club to present on the Kiwanis family, host a service project and invite other Kiwanis family clubs to participate. Or ask to make a presentation about your K-Kids club's work at a Kiwanis family club's upcoming meeting.

## **PROCLAMATIONS**

Many governing bodies, such as town boards, city councils, county boards of supervisors or commissioners, set aside time during meetings to issue proclamations. Mayors and city or town supervisors also issue proclamations. Most ask the requesting organization to provide a template with specific information.

Call your mayor's office or local governing board to determine whether they can issue a proclamation (and how much advance time is needed). In both your request and the proclamation, itself, note any projects the club has performed with or for the city or county. Use the template below, modifying as necessary, to highlight your club's projects and events.

Invite members of your K-Kids and sponsoring Kiwanis club, along with any partners, to the meeting at which the proclamation will be given. You also can notify media about the photo opportunity; include information about past or future service projects or events that are worthy of coverage. Make sure your club takes photos and shares them on social media and your website.

TEMPOLATE:

**Draft Proclamation**

**CITY/TOWN COUNTY NAME**

**Kiwanis International K-Kids Club**

**Whereas:** Kiwanis International is a global volunteer organization dedicated to improving communities and serving the children of the world.

**Whereas:** Kiwanis International and its nearly 450,000 members raise more than US\$1 million and dedicate more than 7 million service hours annually to strengthen communities and help children.

**Whereas:**

K-Kids is the largest service organization for elementary school students. Members learn to work together and develop servant-leaders skills as they serve their school and community. In partnership with UNICEF and March of Dimes, the clubs can expand their outreach to babies and children of the world.

**Whereas:** There are more than 1,100 K-Kids Clubs worldwide with nearly 22,000 members serving their communities.

**Whereas:** There are **XX** K-Kids Clubs with **XX** members in **YOUR LOCATION: NAME CLUBS**. These Clubs are sponsored by the Kiwanis Club of **NAME**. They are co-sponsored by the **NAME ANY CO SPONSORS OR PARTNERS**.

**Whereas:** These clubs have raised **AMOUNT** and provided **NUMBER** of hours of service over the past **XX** years to the **CITY/TOWN/COUNTY**.

**Whereas:** These clubs have taken on projects such as **NAME PROJECTS AND FUNDRAISERS** and other service projects.

**Whereas:** Kiwanis International has declared the week of February **\_\_\_\_\_** as Worldwide Kiwanis International K-Kids Week.

The **GOVERNING BODY** thereby resolves to recognize Kiwanis International K-Kids of **NAME** and their members, sponsoring Kiwanis clubs and agencies for remarkable service to the **LOCATION**.